



TOWN OF
PETERBOROUGH
NEW HAMPSHIRE

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Economic Development Authority Marketing Subcommittee Meeting

Friday, May 11, 2018 – 3:00 P.M.
Select Board Meeting Room

Committee Members Present: Christine Dennler (Chair); Marie Cassady;
Adam Hamilton; Nate Morison; Martha Schaefer; Pelagia Vincent

Committee Members Absent: Karen White

Staff Present: Kristin Bixby; Lisa Betz (Recreation)

I. Chair Dennler called the meeting to order at 3:05 PM. She welcomed Lisa Betz to the committee, adding that she will be able to provide much more insight on all recreational activities and community programs that the Town has to offer. All members introduced themselves.

II. Minutes from April 25th, 2018

Ms. Cassady's last name had a misspelling, which was promptly changed. Mr. Hamilton moved to accept the minutes as revised. Ms. Vincent seconded the motion.

Minutes from May 1st, 2018

It was noted that the heading for the meeting still said "Conference Call." It will be removed. Mr. Hamilton moved to accept the minutes as revised. Ms. Vincent seconded the motion.

III. Discussion on Timing of Posts

Chair Dennler asked if when the Town has an event, like First Friday, how soon before the event occurs the Committee should be focusing on sending out a post. In her opinion, she would like to know about it before it happens. Mr. Hamilton said that typically in promoting, you would want to give advanced notice of the event and a reminder of the event on the day it is happening. All present agreed that events should be featured a day or two in advance. Ms. Betz said that it may be better to post for major events at least a week out, and added that a consistent board with more regular events could be helpful to add on a website. Chair Dennler agreed that this would be ideal for the set-up of the calendars for future months, but the Board has to play a bit of catch-up for the month of May.

Chair Dennler started a brainstorm session with the group to establish the types of questions volunteers need to ask themselves before taking a picture for posting purposes. The four questions that were outlined below:

1. Is this event/organization/ part of the "fabric" of Peterborough?
2. Is it of interest to those living out of the area such that they will be motivated to visit and/or move here?
3. Does it show what it's like to live here?
4. Is it unique?

After further discussion, the committee agreed that not every single post will meet all of this criteria. When taking the pictures, one should establish that the photo would meet at least two of the criterion. The committee will further establish how a post with the photo will meet the criterion after the addition of a caption. This list is a guideline more than a requirement.

IV. Roles of Photographers

Mr. Morison: Nightlife & Music; History; Camps & Education (*with help from Rec Dept. staff – their photos will be sent to Ms. Bixby for uploading*)

Ms. Schafer: Business As Usual; Landscapes; Arts & Culture

Ms. White: *Due to Ms. White's absence at this particular meeting, more discussion will be held on exactly which themes she would like to focus on. So far, she had submitted material for the "Out & About" theme.*

Mr. Hamilton: *Will fill-in wherever is needed.*

There was also a brief discussion on appropriately crediting other's photos that the Committee would like to reuse. Mr. Morison has mentioned that the Monadnock Leger had a repertoire of photos from past Peterborough events, but would need to be credited in providing us with the photo. This would not be considered advertising for the Ledger. Also, if event photos from a local newspaper had people in them, the Committee discussed the importance of release forms in the reuse of the photo for the Committee's posting purposes. The general understanding was if the newspaper had permission to use it, then those photographed should have given their consent.

V. Upcoming Events and Postings/Finishing May Calendar

Some more upcoming events were discussed as a way to finish the May calendar. Ms. Bixby passed around summer activities brochures from the Town's Recreation Department, which had an assortment of activities that would work best for either the "Camps & Education," or "Out & About" themes on the calendar. Ms. Cassady shared that the student art exhibit at ConVal High School had opened last Friday. Chair Dennler said that although it could be fit into a theme after-the-fact, to show Town youth and education, it wouldn't be something the EDA would need to advertise for people to attend the event.

The Committee members had a discussion, prompted by Mr. Hamilton, around what the intents of the posts are for, and whether that included advertising for events or not. There needed to be further clarification on the differences in the events that the Committee was promoting versus the events that they were "posting" about afterwards. Chair Dennler talked about how most of the posts would focus on "the feel" of living in Peterborough. She was not sure whether this quasi-government committee would be allowed to advertise for certain events. Mr. Morison suggested looking at the posts on the social media for the Peterborough Welcome Team, which is also sponsored by the EDA, to see what they advertise for events.

Ms. Vincent mentioned that Peterborough was listed in a few "Top 10 Towns" types of articles over the years, especially in terms of art. She thought this may be beneficial information when drawing-up the text that accompanies the posts. She agreed to share examples of these articles. She also added the Art Walk as an upcoming event and briefly discussed what the event entailed.

VI. Next Meeting: Thursday, May 24th, at 2:00 PM.

VII. Chair Dennler adjourned the meeting at 4:30 PM.